

1979

UA68/13/1 Journalism Accreditation Pre-Visit Report Part IV

WKU Journalism

Follow this and additional works at: http://digitalcommons.wku.edu/dlsc_ua_records



Part of the [Education Commons](#), and the [Journalism Studies Commons](#)

Recommended Citation

WKU Journalism, "UA68/13/1 Journalism Accreditation Pre-Visit Report Part IV" (1979). *WKU Archives Records*. Paper 725.
http://digitalcommons.wku.edu/dlsc_ua_records/725

This Report is brought to you for free and open access by TopSCHOLAR®. It has been accepted for inclusion in WKU Archives Records by an authorized administrator of TopSCHOLAR®. For more information, please contact topscholar@wku.edu.

Journalism Accreditation

Pre-Visit Report

Name of Institution Western Kentucky University

Post Office Address Bowling Green, KY

Title of Journalism Unit Department of Journalism

Academic Year of Evaluation Visit 1978 -1979

We hereby submit the following report as required by the American Council on Education for Journalism for purposes of an accreditation evaluation.

David B. Whitaker Title Department Head
(Typewritten name and signature of journalism unit head)

Robert H. Mounce Title Dean, Potter College of Arts and Humanities
(Typewritten name and signature of administrator to whom journalism head reports)

Purpose of Report

This report is designed to save time for you and the educator and professional representatives who will visit your institution to examine the journalism program. The information is of great value to them, in that it frees them, and you, of the necessity of using the brief visit time for discussion of matters that can be covered in advance. This makes it possible for the visitors to study more thoroughly the characteristics of the journalism program that cannot be understood except through an on-the-campus observation. The visiting team studies the report carefully before making the visit.

Because of the variety of administrative and curricular practices, it is not possible to prepare a questionnaire that fits the situation at each institution. Journalism administrators are invited to add explanatory notes and additional sheets of information where they feel these are necessary.

Two copies of the most recent catalog or bulletin which contains journalism unit information should accompany the report.

Journalism/Communications Unit and Program Self-Study

During the year before an accrediting evaluation by ACEJ, the school or department is expected to conduct an intensive program of self-study covering (1) the journalism/communication unit as a whole and (2) each sequence or program of study for which accreditation is sought.

The self-study — using data in the Pre-Visit Report as basic resource material — should be approached as an introspective process involving the participation and cooperation of special committees, each representing the faculty, the school or department administration, and the students.

When accreditation is being considered for more than one sequence, one committee should be assigned to study the school or department as a whole and another to consider each sequence.

The goal of the committee(s) should be to assess the quality of the educational unit and the particular program or sequence being evaluated.

The findings and conclusions of the self-study committee(s) should be presented in narrative form and included in the Pre-Visit Report.

The purpose of self-study in the accrediting process is to stimulate schools and departments to formulate plans for self improvement based on the judgments of those most concerned and involved: faculty, administrators and students.

Names of faculty members, administrators and students who serve on the committee(s) and take part in the preparation of the narrative reports should be listed, and they should be identified.

SUBJECTS AND QUESTIONS

The following subjects and questions are offered as examples of those a school or department may explore in the process of self-study. The list is not intended to be exhaustive and complete, and the self-study committee(s) may wish to enlarge it.

1. Define the basic philosophy of the school or department in its approach to education for journalism and mass communications. What are its specific objectives and services and how are these being realized?
2. Study all courses taught in the journalism unit. Are all courses related precisely to the educational objectives of the unit? Should some courses be discontinued? How many courses listed in the catalog have not been taught in the last two years?
3. List the different methods of teaching, including innovations, which are employed within the school or department, and attempt to evaluate each in relation to the type of course being taught. How is the effectiveness of individual instructors and administrators evaluated?
4. Comment on changes which might be made in the unit's policies and procedures to improve faculty effectiveness.
5. What is the philosophy of the school or department regarding grades?
6. To what extent is the faculty balanced or unbalanced in rank, degrees held, experience, age?

7. How effective is the administrative structure of the school or department in serving faculty and student needs?
8. Assess the quality of the main library resources pertinent to the school or department. What is the degree of library usage by students and staff of the unit?
9. Make an estimate of the general condition and adequacy of the physical quarters of the school or department. List recommended changes.
10. Project the educational program, plans, staff needs, and resources of the school or department for the next five years. If possible, list priorities.

INTRODUCTION TO CURRICULUM

Western Kentucky University has a somewhat unusual arrangement for organization of its class schedule. Each regular class meets for 60 minutes five times in two weeks. This means that an 8 a.m. MWF class meets all three days one week but only Monday and Wednesday the following week. An 8 a.m. TThF class would meet on Tuesday and Thursday for one week and on Tuesday, Thursday and Friday the next.

This structure enables a student to sign up for two classes at the same time but on alternating days of the week and never have the Friday class meetings conflict.

In addition, writing classes at Western are organized the same as all other classes, meeting for one hour five times in two weeks with no laboratory.

Most professors lecture one day a week or once in every five class meetings and use the four other class periods for writing. This does necessitate the students doing a significant amount of writing outside the classroom-laboratory situation; however, laboratories are left open after 2 p.m. each day for individual student use.

Journalism 301---Mass Communications Law and Ethics
(Press Law & Ethics)

Course Calendar for Fall Semester 1977

Meeting Date

- | | | |
|----|------------|--|
| 1 | Thurs-8-25 | Distribute course calendar, course description, attendance and grading policies, etc.
Assignment: Study Ch. 1 and 2, P. 1-57 |
| 2 | Tues--8-30 | Lecture: Historical Background and Defamation: Libel and Slander (Ch. 1 & 2)
Assignment: Study Ch. 3, P. 58-98 |
| 3 | Thurs-9-1 | Lecture: Defamation: Libel & Slander (Ch. 3)
Assignment: Class handout for Friday |
| 4 | Fri---9-2 | Discussion: Selected Ethical Problems
Assignment: Study Appendix B, P-665-669, and handout (Definitions of Other Legal Terms) |
| 5 | Tues--9-6 | Lecture: Defamation: Libel & Slander (Ch. 3)
Assignment: Study Ch. 4, P. 99-138 |
| 6 | Thurs-9-8 | Lecture: Constitutional Defense Against Libel Suits (Ch. 4) Assignment: Study Ch. 4, P. 99-138 |
| 7 | Tues--9-13 | Lecture: Constitutional Defense Against Libel Suits (Ch. 4) Assignment: Study Ch. 4, P. 99-138; Handout--Problems 1 |
| 8 | Thurs-9-15 | Lecture: Constitutional Defense Against Libel Suits (Ch. 4) Assignment: Complete Problems 1 exercise for Friday |
| 9 | Fri---9-16 | Turn in Problems 1; Discuss Problems 1 (25 pts.)
Assignment: Study Ch. 5, P. 139-171 |
| 10 | Tues--9-20 | Lecture: Traditional Defenses in Libel (Ch. 5)
Assignment: Study Ch. 9, P. 327-340, and Ch. 10, P. 341-382 |
| 11 | Thurs-9-22 | Lecture: Criminal Words: Libel (Ch. 9) and Criminal Words: Contempt (Ch. 10)
Assignment: Review all material for comprehensive test |
| 12 | Tues--9-27 | Test No. 1---100 pts.
Assignment: Study Ch. 6, P. 172-234; Handout--Problems 2 (25 pts) |
| 13 | Thurs-9-29 | Lecture: Law of Privacy and the Media (Ch. 6)
Assignment: Complete Problems 2 exercise for Friday |

<u>Meeting</u>	<u>Date</u>	
14	Fri-9-30	Turn in Problems to to secretary in DUC-127; no class meeting because of High School Press Day Assignment: Study Ch. 6, P. 172-234
15	Tues-10-4	Lecture: Law of Privacy and the Media (Ch. 6) Assignment: Study Ch. 6, P. 172-234
16	Thurs-10-6	Lecture: Law of Privacy and the Media (Ch. 6) Assignment: Review for Test 2 (100 pts)
NOTE: Thursday, Oct. 6 is LAST DAY to drop a full semester course with a grade of 'W'		
17	Tues-10-11	Test No. 2---100 pts. Assignment: Study Ch. 11, P. 383-455
18	Thurs-10-13	Lecture: Criminal Words: Obscenity & Blasphemy (Ch. 11) Assignment: Study Ch. 11; class handout for Friday
19	Fri-10-14	Discussion: Selected Ethical Problems Assignment: Study Ch. 7, P. 235-275
20	Tues-10-18	Lecture: Copyright (Ch. 7) Assignment: Review for Midterm Exam (150 pts.)
21	Thurs-10-20	Midterm Exam (150 pts.) Assignment: Study Ch. 8, P. 276-326
22	Tues-10-25	Lecture: Free Press-Fair Trial (Ch. 8) Assignment: Study Ch. 8; Handout-Problems 3
23	Thurs-10-27	Lecture: Free Press-Fair Trial (Ch. 8) Assignment: Complete Problems 3 for Friday
24	Fri-10-28	Turn in Problems 3 (25 pts.); Discuss Problems 3 Assignment: Study Ch. 8, P. 276-326
25	Tues-11-1	Lecture: Free Press-Fair Trial (Ch. 8) Assignment: Study Ch. 8, P. 276-326
26	Thurs-11-3	Lecture: Free Press-Fair Trial (Ch. 8) Assignment: Review for Test 3 (100 pts.)
27	Tues-11-8	Test 3---100 pts. Assignment: Study Ch. 12, P. 456-486; Handout- Problems 4
28	Thurs-11-10	Lecture: Access to Government Information (Ch. 12) Assignment: Complete Problems 4

<u>Meeting</u>	<u>Date</u>	
29	Fri-11-11	Turn in Problems 4; Discuss Problems 4 (25 pts.) Assignment: Study Ch. 12, P. 456-486
30	Tues-11-15	Lecture: Access to Government Information (Ch. 12) Assignment: Study Ch. 12, P. 456-486, and handouts
31	Thurs-11-17	Lecture: Access to Government Information (Ch. 12) Assignment: Study Ch. 13, P. 487-515 and Appendix E, P. 683-685
32	Tues-11-22	Lecture: Public Access to Mass Media (Ch. 13) Assignment: Study Ch. 13
33	Tues-11-29	Lecture: Public Access to Mass Media (Ch. 13) Assignment: Review for Test 4
34	Thurs-12-1	Test 4---100 pts. Assignment: Study Ch. 14, P. 516-593
35	Fri-12-2	Lecture: Regulation of Advertising (Ch. 14) Assignment: Study Ch. 14, P. 516-593
36	Tues-12-6	Lecture: Regulation of Advertising (Ch. 14) Assignment: Study Ch. 14
37	Thurs-12-8	Lecture: Regulation of Advertising (Ch. 14) Assignment: Review for Final Exam

FINAL EXAM (150 pts.)-----Fri., Dec. 16---8:00-9:50 a.m.--DUC 123
NOTE: Under not circumstances will a student be permitted to
take the Final Exam at another hour or on another date)

Institution Western Kentucky University Date _____

CURRICULUM - 6

Course Outline

Title of course Public Affairs Reporting Course Number 321 Credit Hours 3

Hours of lecture weekly 3 Hours of Laboratory weekly 0

Instructor: James L. Highland Textbooks Newswriting and Reporting Public

Affairs by Chilton Bush, Covering
Yourtown by Edward E. Mason and Harry
E. Heath, Law and the Courts by
American Bar Association

Brief course description:

A professional newspaper course which focuses on the news coverage of the police department, the Kentucky judicial system, municipal government, county government and state government.

List major subject matter covered each week of course:

- 1st Week Coverage of the police department
Field trip to police headquarters
Stories in the area of police news
- 2nd Week Criminal law
Beginning of criminal trial coverage
Field trip to Warren Circuit Court clerk's office
- 3rd Week Criminal law continued
Continuation of criminal trial coverage
Field trip to Warren District Court
- 4th Week Criminal law continued
Continuation of criminal trial coverage
Field trip to Warren Circuit Court
- 5th Week Civil Law
Field trip to Warren County clerk's office
Coverage of civil law cases
- 6th Week Civil law continued
Coverage of other civil cases
Field trip to probate court session
- 7th Week Civil law continued
Field trip to Kentucky Court of Appeals session
Coverage of probate and bankruptcy
- 8th Week Politics
Field trip to Kentucky General Assembly, even years only, and in Spring only

- 9th Week State Government
 Coverage of the legislature
- 10th Week City government
 Field trip to Warren Property Valuation Administrator's office
- 11th Week City government
 Field trip to Bowling Green City Commission meeting
 Coverage of commission meetings
- 12th Week Government budget analysis
 Coverage of stories dealing with budgets
- 13th Week County government
 Field trip to county governing body meeting
 Coverage of county governing body
- 14th Week Campaign financing
 Coverage of campaign spending reports
- 15th Week Education
 Field trip to Bowling Green School Board meeting
 Coverage of education stories

Institution Western Kentucky University Date _____

CURRICULUM - 6

Course Outline

Title of Course Newspaper Editing Course Number 323 Credit Hours 3

Hours of lecture weekly 2½ Hours of laboratory weekly _____

Instructor: James Ausenbaugh Textbook(s) The Art of Editing, 2nd edition,
by Baskette & Sissors

Brief course description:

A course of basic instruction in copy editing and headline writing, as well as an introduction to picture handling, outline writing and the use and abuse of the language.

List major subject matter covered each week of course:

- | | |
|-----------|-----------------------------------|
| 1st Week | Introduction, lectures on editing |
| 2nd Week | Testing for language skills |
| 3rd Week | The Language--grammar, etc. |
| 4th Week | Word usage, punctuation, etc. |
| 5th Week | AP stylebook--major areas |
| 6th Week | AP stylebook--exercises |
| 7th Week | Editing exercises |
| 8th Week | Editing exercises |
| 9th Week | Headlines |
| 10th Week | Headline exercises |
| 11th Week | Photo handling |
| 12th Week | Cutlines |
| 13th Week | Layout and design |
| 14th Week | News judgment--technology |
| 15th Week | Press law, current events |
| 16th Week | Review |

Curriculum - 6

Course Outline

Title of course Problems in School Publications Course number 327 Credit hours 3

Hours of lecture weekly 3 Hours of laboratory weekly 0

Instructor: Loewen Textbook (s) CSPA Yearbook Fundamentals

Brief course description:

A Blueprint for Yearbooks
Today (Denton)

Journalism 327 is a three hour course designed for journalism education students. Its purpose is to familiarize the student with the problems and solutions of non-newspaper publications, with emphasis on yearbooks.

List major subject matter covered each week of course:

1st Week What is the function of a school publication? Discuss terms.	9th Week Photography: editing, cropping, photographic flow in design, use of dominant element in design.
2nd Week Yearbook specifications: Writing the contract. Explanation of printing methods for book prod.	10th Week Yearbook theme, student life material and selection.
3rd Week Type: How to write, edit, and fit copy, cutlines and heads.	11th Week Material selection and design of administration and academic sections.
4th Week Yearbook covers: Types, samples, costs, designs, etc.	12th Week Material design and selection of sports and classes sections.
5th Week Adviser, editor, staff relationships. Motivation of editor and staff. Handling of administrators.	13th Week Material selection and design of clubs and organizations section.
6th Week The ladder: establishing the material and space for the yearbook.	14th Week The index and advertising section.
7th Week Layout principles: Design lab.	15th Week Printing: Halftones, 4-color, use of spin-off and spot color.
8th Week Layout principles: Design lab.	16th Week Wrapup and review of course.

Institution Western Kentucky Univeristy Date _____

CURRICULUM - 6

Course Outline

Title of Course Intermediate Photography Course Number 331 Credit hours 3

Hours of lecture weekly 2½ Hours of laboratory weekly 2½

Instructor: Michael Morse Textbook(s) Professional Portrait Techniques, 0-4, by Eastman Kodak

Brief Course description:

A course in the further study of photography with emphasis on elements of composition and instruction in advanced darkroom techniques.

List major subject matter covered each week of course:

- 1st Week Introduction to Course - Handouts, class structure, grading system, books and materials
- 2nd Week Lecture: Lighting and Its Qualities
Basic theory, Color Temperature, Use of filters, Hard vs. soft light. Reading - handouts
- 3rd Week Lecture: Exposure and Development of Sensitized Materials:
Gamma, Contrast control, Grain control, Latitude. Reading - handouts.
- 4th Week Lecture: The Zone System
Determining the tonal scale of photographic materials
Compression and expansion of the scale
The relationship of development and exposure to tonal scale

Assignment - demonstrate shifted scale in photographs.
- 5th Week Lecture: The Zone System (continued)
Ways to use zone system, expansion and compression of the scale, the zone systemizer, critique last assignment.

Assignment - use complete zone system to photograph a contrast subject.
- 6th Week Practicum - Using studio lights
Demonstrate lighting curved objects
Demonstrate lighting square objects
Critique last assignment
Reading handouts

Assignment - Shoot 1 still life of curved objects and 1 still life of square objects.

- 7th Week Lecture/Demonstration: Lighting Glass and Shiny Objects
 Critique last assignment
 Reading - handouts

 Assignment - light & photograph 2 still-life setups using
 glass and shiny objects
- 8th Week Midterm exam
- 9th Week Demonstration: Portrait Lighting
 Critique last assignment

 Reading - Kodak Portrait Techniques pages 4-38
 Assignment - Shoot 2 indoor portraits (artificial light)
- 10th Week Lecture/Demonstration: Portrait Lighting
 Critique last assignment

 Reading - Kodak Portrait Techniques, pages 39-47
 Assignments - Shoot 2 outdoor portraits (natural light)
- 11th Week Lecture: Special Effects
 Solarization, photograms
 Critique last assignment

 Reading - Creative Darkroom Techniques, chapters 4,8
 Assignment - Make 1 solarization, make 1 photogram
- 12th Week Lecture: Special Effects
 Toning, Texture screens
 Critique last assignment

 Reading - Creative Darkroom Techniques, chapters 3,5
 Assignment - Tone 1 print, make and use 1 texture screen
- 13th Week Lecture: Special Effects:
 Kodalithing and dropouts
 Critique last assignment

 Reading - Creative Darkroom Techniques, chapters 1,6
 Assignment - make 2 dropouts
- 14th Week Lecture: Special Effects
 Tone lines
 Critique last assignment

 Reading - Creative Darkroom Techniques, chapter 6
 Assignment - make 1 tone line
- 15th Week Lecture: Special Effects
 Posterization
 Critique last assignment

 Reading - Creative Darkroom Techniques, chapter 9
 Assignment - make 1 4-tone posterization
- 16th Week Final Exam

Institution Western Kentucky University Date _____

CURRICULUM - 6

Course Outline

Title of course Photojournalism Course Number 337 Credit Hours 3

Hours of lecture weekly 2½ Hours of laboratory weekly _____

Instructor: John Corn Textbook(s) Photographic Communication by
Schuneman. Reference books -
Photojournalism, Principles
and Practices by Cliff Edom
and Photojournalism '76 by NPPA.

Brief course description:

A study of the concepts of photojournalism and a close examination of the works of prominent photojournalists. Also practical work in developing ideas photographically and making a photographic essay.

List major subject matter covered each week of course:

- 1st Week Grading and explaining of class goals.
 History of photojournalism.
 Reading assignment for next class: PJ 76, p. 162-171; Edom's PJ,
 chapter 6; text, chapter 1.
 Assignment: Books, bookstore, a feature picture.
- 2nd Week Lecture, basic news coverage.
 Slide tape show, Anne Cusack, The Suburban Photojournalist.
 Judging assignments.
 Read pages 151, 173, 273 in text.
 Assignment: Three-picture layout.
- 3rd Week Lecture and demonstration on lighting.
 Judging assignments.
 Reading assignment: Chapter 13, Edom's PJ; pages 71-204 in text.
 Assignment: Coverage of women's tennis tourney, one or more photographs.
- 4th Week Tom Hardin, Director of Photography, The Louisville Courier-Journal and Times,
 The Big City Newspaper.
 Judging assignments (this will be first)
 Reading assignment: Pages 155, 216, text; pages 134-143, PJ 76.
 Assignments: Environmental portrait (subjects to be assigned).
- 5th Week Slide tape show, "Pictures of the Year".
 Lecture, What Makes Great Photos.
 Judging assignments.
 Reading assignment: Text, pages 186-190; Edom's PJ, Chapter 5.
 Assignment:

- 6th Week Lecture on documentary photography.
Slide tape show on Appalachian Photography by Jack Corn.
Judging assignment.
Reading assignment: Text, p. 186-273.
Assignment: Documentary assignment to be announced.
- 7th Week Lecture: Nancy Warnecke, staff photographer, The Tennessean, on social involvement.
Judging assignment.
Assignment: none.
- 8th Week Lecture: Brian Horton, staff photographer, The Associated Press, Cincinnati, Ohio, on working for wire services.
Judging assignments.
Reading assignments: Text, pages 82-90.
Assignment:
- 9th Week Mid-term exam.
- 10th Week Jimmy Ellis, Chief Photographer, The Tennessean, will demonstrate interior lighting for color with quartz lights. This will be a field trip to Ed Given's home. Each photographer will shoot at least one interior for next week's assignment.
Reading assignment: Chapter 16, Edom's PJ; 245-248, text; 144-161, 172-179, PJ 76.
- 11th Week Magazines, lecture on how to work for them, what they pay and what they expect.
Fashion, lecture on fashion photography.
Judging assignments.
Reading assignment: Pages 264, 268, text.
Assignment:
- 12th Week Bill Luster, staff photographer, The Louisville Courier Journal and Times will talk about his job and feature photography. Bill is a Western graduate.
Judging assignment.
Reading assignment: Chapter 8, text; chapter 17, Edom's PJ; pages 258-259, PJ 76.
Assignment:
- 13th Week How To Sell Your Photographs
Guest speaker, Helen Corn, of Image, Inc. in Nashville, Tenn., a picture agency, will talk on selling your photos and how agencies work.
Judging assignment.
Start final project, 5- to 7-picture layout. Subjects will be assigned by instructor.
- 14th Week The small newspaper. Guest speaker to be announced.
Work on final project.
Reading assignment: pages 211-229, PJ 76.
- 15th Week Review.
Work on final project.
- 16th Week Final project due.
Final exam.

Grading

One third -- Daily Assignments
One third -- Final Project
One third -- Mid-term and Final Exam.

All assignments must be turned in on time. No late turn-ins.

Prints should be on 8 x 10 glossy paper. Negatives and proof sheet must be turned in to receive a grade. Do not expect to receive a good grade without shooting lots of film.

Faulty prints will receive a D or an F without any consideration of content.

Class will judge prints each night. Grading will be by instructor with guidance and consideration from class judging. Each visiting speaker will also judge.

Text

The text will be "Photographic Communication" by Schuneman.

Reference books will be "Photojournalism, Principles and Practices" by Cliff Edom; Photojournalism 76 by NPPA.

Class Outline

- Aug. 25 Grading and explaining of class goals.
History of photojournalism.
Reading assignment for next class: PJ 76, p. 162-171;
Edom's PJ, chapter 6; text, chapter 1.
Assignment: Books, bookstore, a feature picture.
- Sept. 1 Lecture, basic news coverage.
Slide tape show, Anne Cusack, The Suburban Photojournalist.
Judging assignments.
Read pages 151, 173, 273 in text.
Assignment: Three-picture layout on Bill Monroe Blue Grass Show at Ivan Wilson Outdoor Stage.
- Sept. 8 Lecture and demonstration on lighting.
Judging assignments.
Reading assignment: Chapter 13, Edom's PJ; pages 71-204 in text.
Assignment: Coverage of women's tennis tourney on Saturday, one or more photographs.
- Sept. 15 Tom Hardin, Director of Photography, LOUISVILLE COURIER-JOURNAL, TIMES
The big city newspaper
Judging assignments (this will be first)
Reading assignment: Pages 155, 216, text; pages 134-143, PJ 76.
Assignments: Environmental portrait (subjects to be assigned).

- Sept. 22 Slide tape show, "Pictures of the Year"
Lecture, What Makes Great Photos.
Judging assignments.
Reading assignment: Text, pages 186-190; Edom's PJ, Chap. 5.
Assignment:
- Sept. 29 Lecture on documentary photography.
Slide tape show on Appalachian Photography by Jack Corn.
Judging assignment.
Reading assignment: Text, p. 186-273.
Assignment: Documentary assignment to be announced.
- Oct. 6 Lecture: Nancy Warnecke, staff photographer, THE TENNESSEAN,
on social involvement.
Judging assignments.
Assignment: none.
- Oct. 13 Lecture: Brian Horton, staff photographer, THE ASSOCIATED
PRESS, Cincinnati, Ohio, on working for wire services.
Judging assignments.
Reading assignment: Text, pages 82-90.
Assignment:
- Oct. 20 Mid-term exam.
- Oct. 27 Jimmy Ellis, Chief Photographer, THE TENNESSEAN, will demon-
strate interior lighting for color with quartz lights.
This will be a field trip to Ed Givin's home. Each
photographer will shoot at least one interior for next
week's assignment.
Reading assignment: Chap. 16, Edom's PJ; 245-248, text;
144-161, 172-179, PJ 76.
- Nov. 3 Magazines, lecture on how to work for them, what they pay
and what they expect.
Fashion, lecture on fashion photography.
Judging assignments.
Reading assignment: Pages 264, 268, text.
Assignment:
- Nov. 10 Bill Luster, staff photographer, THE LOUISVILLE COURIER
JOURNAL AND TIMES will talk about his job and feature
photography. Bill is a Western graduate
Judging assignment.
Reading assignment: Chap. 8, text; chap. 17, Edom's PJ;
pages 258-259, PJ 76.
Assignment:
- Nov. 17 How to sell your photographs
Guest speaker, Helen Corn, of Image, Inc. in Nashville,
a picture agency, will talk on selling your photos and
how agencies work.
Judging assignment
- Start final project, 5 to 7-picture layout. Subjects will
be assigned by instructor.

Nov. 24 Off for Thanksgiving.

Dec. 1 The small newspaper. Guest speaker to be announced.
Work on final project.
Reading assignment: pages 211-229, PJ 76.

Dec. 8 Review.
Work on final project.

Dec. 15 Final project due.
Final exam.

Institution Western Kentucky UniversityDate 4/28/78

Curriculum - 6

Course Outline

Title of course Principles of Advertising Course number JOU 341 Credit hours 3Hours of lecture weekly 3 Hours of laboratory weekly -Instructor: Wallace E. Graham Textbook(s) Advertising: Its Role in Modern Marketing, 3rd Edition, by S. W. Dunn and A.M. Barban

Brief course description:

Survey course that covers the history of advertising, the major functions of advertising agencies and retail advertisers and some practical approaches to planning and creating advertising, promotion and public relations campaigns.

List major subject matter covered each week of course:

1st Week Evolution of Advtg., Marketing,,Economic Effects, Consumerism, Agencies	9th Week Case Histories
2nd Week Media, Forecasting the Market, Budgeting	10th Week Media Strategy
3rd Week Creative Mix, Copy, Illustrations	11th Week The Print Media
4th Week Opinions, Attitudes & Beliefs	12th Week The Broadcast Media
5th Week Measuring Effectiveness of Advtg. & Promo.	13th Week Other Media
6th Week Identifying Symbols, Brand & Corp.Images	14th Week Sales Promotion
7th Week Layout & Reproduction	15th Week Retail Advertising & Promotion
8th Week Television & Radio Commercials	16th Week Public Relations

- 6th Week Lecture on documentary photography.
Slide tape show on Appalachian Photography by Jack Corn.
Judging assignment.
Reading assignment: Text, p. 186-273.
Assignment: Documentary assignment to be announced.
- 7th Week Lecture: Nancy Warnecke, staff photographer, The Tennessean, on social involvement.
Judging assignment.
Assignment: none.
- 8th Week Lecture: Brian Horton, staff photographer, The Associated Press, Cincinnati, Ohio, on working for wire services.
Judging assignments.
Reading assignments: Text, pages 82-90.
Assignment:
- 9th Week Mid-term exam.
- 10th Week Jimmy Ellis, Chief Photographer, The Tennessean, will demonstrate interior lighting for color with quartz lights. This will be a field trip to Ed Given's home. Each photographer will shoot at least one interior for next week's assignment.
Reading assignment: Chapter 16, Edom's PJ; 245-248, text; 144-161, 172-179, PJ 76.
- 11th Week Magazines, lecture on how to work for them, what they pay and what they expect.
Fashion, lecture on fashion photography.
Judging assignments.
Reading assignment: Pages 264, 268, text.
Assignment:
- 12th Week Bill Luster, staff photographer, The Louisville Courier Journal and Times will talk about his job and feature photography. Bill is a Western graduate.
Judging assignment.
Reading assignment: Chapter 8, text; chapter 17, Edom's PJ; pages 258-259, PJ 76.
Assignment:
- 13th Week How To Sell Your Photographs
Guest speaker, Helen Corn, of Image, Inc. in Nashville, Tenn., a picture agency, will talk on selling your photos and how agencies work.
Judging assignment.
Start final project, 5- to 7-picture layout. Subjects will be assigned by instructor.
- 14th Week The small newspaper. Guest speaker to be announced.
Work on final project.
Reading assignment: pages 211-229, PJ 76.
- 15th Week Review.
Work on final project.
- 16th Week Final project due.
Final exam.

- 9th Week COLOR IN GRAPHIC COMMUNICATION
Complimentary and contrasting colors, psychological aspects of color, types of color printing, color printing costs, pointers in the use of color
- 10th Week DESIGN PRINCIPLES AND ADVERTISING LAYOUT
Meaning in design, vocabulary, design principles
PRINCIPLES OF MAGAZINE LAYOUT
Basic for magazine design, achieving meaning through orderly presentation, controlling direction
- 11th Week Psychological aspects of design, technical aspects of design, design as it applies to production
- 12th Week Design laboratory continues
- 13th Week PLANNING AND DESIGNING OTHER PRINTED LITERATURE
Kinds of direct literature, standard unit sizes, checking press sheets
Design laboratory
- 14th Week Examination over section
GRAPHIC REPRODUCTION PROCESSES
Basic principles, letterpress/offset/gravure printing
- 15th Week MACHINE COMPOSITION AND PRESSES
PREPARING VISUAL COPY FOR PRODUCTION
Cropping and scaling photographs, percentage or reduction and enlargement, methods of altering photo content, screening, line drawings
- 16th Week PREPARING VERBAL COPY FOR PRODUCTION
Copy correction, copy fitting, fitting display type to space, marking printer's instructions
PAPER: SELECTION, FOLDING, BINDING, FINISHING
- 17th Week Final examination

Institution Western Kentucky University Date _____

CURRICULUM - 6

Course Outline

Title of course Retail Advertising Course Number 344 Credit Hours 3

Hours of Lecture weekly 1 Hours of laboratory weekly 1.5

Instructor: Stringer Textbook(s) *See list at end of outline

Brief course description:

A study of consumer advertising at the retail level. Includes consideration of media used by retail establishments including newspaper, radio, television, etc., and the planning and preparation of retail advertising for each medium. The retail store as a medium is also discussed.

List major subject matter covered each week of course.

- 1st Week Introduction. Review of differences in national and retail advertising; consumer and trade advertising.
- 2nd Week The Retail Store as a Medium of Advertising
- 3rd Week Organization of a Retail Advertising Department
- 4th Week Planning Advertising Strategy for a Retail Store
 - 1. The Consumer--the target
 - 2. The Budget
 - 3. Seasonal Planning
- 5th Week Advertising Media for the Retail Store. Newspapers. Television. Direct Mail. Outdoor. Radio. Advantages of each.
- 6th Week Buying Media. Costs. Interpreting the Rate Card. Dealing with the Media Representative.
- 7th Week The Creation of Retail Advertising. The Store Logo.
- 8th Week Preparation of Print Ads. Copy Approaches. The Headline. Body copy and Closings. Store information. Information for Copy from the Store Buyer.
- 9th Week Design of Print Ads. Layout Artwork: photography, illustration; using Clip Art.
- 10th Week Production of Print Ads. Typesetting. Finished Art. Color. Printing.
- 11th Week Writing and Producing Radio Commercials for the Retail Store
- 12th Week Television Commercials. Writing. Storyboards. Producing. Residuals.
- 13th Week Writing and Producing Ads for Other Media. Direct Mail. Outdoor. Transit.
- 14th Week Sales Promotion. Shopping Centers and Malls. The Multi-Branched Department Store.
- 15th Week Exam and/or presentation of class projects.

*Reading list:

1. The Design of Advertising by Roy Paul Nelson
2. Advertising for Modern Retailers by Shirley F. Milton
3. Advertising Writing by W. Keith Hafer and Gordon E. White
4. How to Advertise by Kenneth Roman and Jane Maas
5. Advertising Copywriting by Philip Ward Burton
6. Pocket Pal; A Graphic Arts Production Handbook

Students also utilize clip art from Metro Associated Services, Multi-Ad Services, and Dynamic Graphics.

Institution Western Kentucky UniversityDate 4/28/78

Curriculum - 6

Course Outline

Title of course Print Advertising Course JOU 345 number 3 Credit hours 3Hours of lecture weekly 2 Hours of laboratory weekly 1Instructor: Wallace E. Graham Textbook(s) Advertising Copywriting by Philip W. Burton, and Which Ad Pilled Best by Philip W. Burton

Brief course description:

How to write and design effective print advertisements

List major subject matter covered each week of course:

1st Week Copy	9th Week Comparison Tests Of: Household Appliance, Insurance Co. & Soft Drink Ads
2nd Week Art & Copy	10th Week Comparisons Of: Jewelry, Molasses & Refrigerator Ads
3rd Week Layout	11th Week Comparisons Of: Furniture, Soup & Automobile Ads
4th Week Design	12th Week Comparisons Of: Beauty Aids, Orange Juice & Toaster Oven Ads
5th Week Headlines	13th Week Comparisons Of: Luggage, Furniture & Airlines Ads
6th Week Retail Advertising	14th Week Comparisons Of: Encyclopedias, Motorbikes, & Dog Food Ads
7th Week Consumer Products	15th Week Comparisons Of: Clothing, Cigarettes & Airlines Ads
8th Week Public Service Advertising	16th Week Comparisons of: Soft Drinks, Jewelry & Bank Ads

Institution Western Kentucky UniversityDate 4/28/78

Curriculum - 6

Course Outline

Title of course Broadcast Advertising Course number JOU 347 Credit hours 3Hours of lecture weekly 2 Hours of laboratory weekly 1Instructor: _____ Textbook(s) Advertising in Broadcast Media by Elizabeth Heighon

Brief course description:

How to write and produce effective radio and television commercials and public service announcements.

List major subject matter covered each week of course:

1st Week Radio Advertising to 1946	9th Week through the 16th Week Writing & producing 30- and 60-second radio and television spots for consumer products, a local restaurant
2nd Week Broadcast Advertising since 1946	10th Week & as a class project an entire broadcast campaign for a national advertiser.
3rd Week Structure of the Broadcast Advertising Industry	11th Week
4th Week Campaign Development	12th Week
5th Week Marketing Research	13th Week
6th Week Media Planning	14th Week
7th Week Creative Planning	15th Week
8th Week Producing Commercials	16th Week

Institution Western Kentucky University Date _____

CURRICULUM - 6

Course Outline

Title of course Advertising Media Course Number 349 Credit Hours 3

Hours of lecture weekly 2.5 Hours of laboratory weekly 0

Instructor: Stringer Textbook(s) Essentials of Media Planning; Advertising Media Sourcebook and Workbook, all by Arnold Barbar, Stephen Cristol and Frank J. Kopek
*also see reading list

Brief course description:

The study and evaluation of principal advertising media, including newspapers, magazines, direct mail, radio, television, outdoor, novelty and others. Consideration of media audiences, sources for media information, media rates, budgeting, scheduling and evaluation.

List major subject matter covered each week of course:

- 1st Week Introduction to Course. Overview of Media Planning and Buying. Relation of Media Planning to Marketing/Advertising Efforts.
- 2nd Week Importance of Research in Media Planning
- 3rd Week Media Planning. Steps in the Planning Process.
- 4th Week Media Strategy. Target Markets: definition of markets; importance of target groups in media planning. Media objectives. Relation of Media Objectives to Advertising/Marketing Objectives.
- 5th Week Media Tactics. Choosing specific media vehicles. Media buying.
- 6th Week Review of outline for media planning. Audio tape: "Improving Media Planning". Examination.
- 7th Week Sources for information on audiences, media, competition expenditures, etc. Top 100 Advertisers compiled by Advertising Age. Standard Directory of Advertisers and Standard Directory of Advertising Agencies.
- 8th Week Leading National Advertisers reports. LNA Multi-Media Report Service. Editor and Publisher Market Guide.
- 9th Week Media Records. LNA-PIB. Broadcast Advertisers Reports. The Rome Report. BARCUME for spot tv. BAR Network Radio.
- 10th Week LNA Outdoor reports. Starch Consumer Market and Magazine Report. The Pulse.
- 11th Week American Research Bureau: Arbitron Reports. Nielsen Reports. Using sources for network and spot tv planning.

12th Week Standard Rate and Data Service for: Magazines, Newspapers, Spot television, radio, etc.

13th Week Target Group Index

14th Week Individual or Group Buying Projects

15th Week Examination and/or Presentation of Media Projects

*In addition to textbooks used in the course, students are required to complete readings and reports from Advertising Age, Media Decisions, Journal of Advertising and Journal of Advertising Research.

Institution _____ Date _____

CURRICULUM - 6

Course Outline

Title of Course Fundamentals of Public Relations Course Number 351 Credit Hours 3

Hours of lecture weekly 2½ Hours of laboratory weekly 0

Instructor Donald L. Armstrong and Robert L. Blann Textbook(s) Effective Public Relations, Cutlip & Center, 4th Edition

Brief course description:

A survey course covering the basic functions common to the professional practice of public relations. Covers the areas commonly identified as being basic skills, tasks and other competencies expected of public relations professionals. Presents the techniques employed in programming for public relations, including practice in analyzing public relations cases and applying theoretical solutions.

- 1st Week Introduction, definitions. Examines the various types of defining public relations, including some concepts which are confused with public relations and others which are lesser included parts of the field.
- 2nd Week Process of PR and cycle of PR. Looks at the basic organization and approach of Cutlip and Center (text) as containing the elements essential in describing the profession or to examining the practice of PR. The cycle is an emphasis on the continuing nature of tasks common to the field.
- 3rd Week Defining publics, precepts. Shows how public relations is concerned with focusing accurately on certain groups of people (publics) which are vital to the interests of the client in whose behalf PR is applied. Precepts are a synthesis of the fundamental principles presented thus far in the course.
- 4th Week
1. Term project is explained and a sample is shown of a case study in public relations.
 2. Class is divided into working committees to analyze the sample case study and report recommendations on proposed solutions to the case problem.
- 5th Week
1. Written communications in PR are examined as to the type of writing which public relations professionals are responsible for doing on a day-to-day basis.
 2. Editing for publication. A sample of how written communications are brought under revisions common to journalistic and other forms of editing. Shows how written materials are prepared for publication or other applied tasks.

- 6th Week
1. Placement of PR materials covers the third basic tasks of PR professionals. Included are the means of getting communications used by the mass media, and a checklist of media relations is presented and explained.
 2. Institutional ads and public service announcements are presented in the context of writing and placing messages with the mass media. Contrasts are drawn between paid advertising and public service announcements which are unpaid.
- 7th Week
1. Production is a task area of PR in creating publications, audio-visual presentations, and other tangible forms of communication. Examples are shown and explained in class.
 2. Participation describes the involvement of PR practitioners in public affairs, lobbying and other personal activity which furthers the good will of the client.
- 8th Week
1. Promotion and special events are among the more aggressive actions by public relations professionals to bring attention to the client. Course looks at how such activities are organized.
- 9th Week
1. Speaking and public relations are closely examined. Oral communications are viewed for their value in furthering the aims and objectives of public relations.
- 10th Week
- More time is given to the explanation of what the working committees are expected to accomplish in presenting their solutions to the case problem to which they have been assigned. This allows for rehearsal of the case presentation, further research, or preparation of charts or other materials to be used in the case presentation.
- 11th Week
- Groups #1 and #2 present their case study reports in class. Syllabus explains the method of these presentations more in detail.
- 12th Week
- Groups #3 and #4 present their case study reports in class.
- 13th Week
1. Fact finding or research techniques are discussed in greater detail showing how fact files are important to public relations, how lists are developed and kept current, and how feedback is used in the process of public relations. Other practical methods of research are discussed, such as opinion surveys and attitude research.
 2. Programming for public relations is the highest order of responsibility within public relations as a profession. Course looks at programming and how it relates to meeting the full range of responsibilities in PR, including the planning function.
- 14th Week
- The final examination is a typewritten solution to a case study in public relations. Students take this examination home after first examining and discussing it in detail during class, then have until the next class meeting (15th week) in which to develop the solution. Emphasis is placed upon thoroughness and the overall application of fundamentals presented during the course.

15th Week

1. Photography for public relations reviews the selection and training of photographers, making photo assignments, getting desirable results, and using photographs as communications devices for public relations.
2. Graphics for public relations examines the process of selecting and instructing the artist, how to use art and graphics to the advantage of good communications, and some of the current trends in terms of graphic design.

16th Week

The final class period is used to discuss the results of the written final examination, showing how potential solutions were developed. This period also is used to provide an opportunity for students to critique the course and instructor.

Note:

A mid-term examination is scheduled about the eighth week of the course, covering most of the required reading in the textbook, Cutlip and Center, EFFECTIVE PUBLIC RELATIONS (4th Edition).

Normally written reports are required in conjunction with the oral presentation of the case study by the working committees. A written report also is required of an interview with a PR professional.

PROFESSIONAL READING

TURN IN CARDS: Half (minimum of five) of required number by March 2
remainder by April 6. Cards turned in late will not receive full credit.

(You may earn additional credit by submitting additional cards.) SOME SUGGESTED
SOURCES FOR PUBLIC RELATIONS PROFESSIONAL READING:

PUBLIC RELATIONS JOURNAL (PRSA)	EDITOR AND PUBLISHER
PUBLIC RELATIONS NEWS (Denny Griswold)	JOURNAL OF COMMUNICATION
PUBLIC RELATIONS QUARTERLY	ADVERTISING AGE
PUBLIC OPINION QUARTERLY	AUDIO-VISUAL COMMUNICATION
QUILL (SIGMA DELTA CHI)--(Soc. Prof. Jnlsts.)	REVIEW
TECHNIQUES--(Coun. Adv. & Spt. of Ed.)	CHANNELS
COLUMBIA JOURNALISM REVIEW	SATURDAY REVIEW - COMM ISSUE
EDUCATIONAL BROADCASTING	HUMAN RELATIONS
JOURNALISM EDUCATOR	JOURNAL OF APPLIED PSYCHOLOGY
JOURNALISM HISTORY	JOURNAL OF COMMUNICATION
JOURNALISM QUARTERLY	BROADCASTING
JOURNAL OF PERSONALITY & SOC PSYCH	JOURNAL OF ADVERTISING
JOURNAL OF MARKETING	JOURNAL OF BROADCASTING
MARKETING/COMMUNICATIONS	TELEVISION QUARTERLY
TRENDS IN SCHOOL PUBLIC RELATIONS	FORTUNE

See Card Catalog

See Index to Periodicals

See also footnotes in text, "Additional Reading" at ends of chapters

Subjects:

Public Relations	Journalism	Television	Graphics
Advertising	Communications	Photography	Commercial Art
Public Opinion	Public Speaking	Motion Pictures	Mass Media
Propaganda	Broadcasting	Direct Mail	Design - Layout
Audio-Visual	Publishing	News Coverage	Meetings- Conventions

INSTRUCTIONS: You are to read as extensively in the literature of public relations and related fields as your time permits. Reading is one very reliable interest indicator: if you are truly interested in entering a profession, you will read everything you can find on the subject. MAKE NOTES (preferably typed on 5 x 8 index cards reporting on at least 10 articles of a substantial nature found in journal-type publications, books, or in magazines giving in-depth treatment to public relations topics. Read widely, but remember to report on only those which have professional substance. EACH ARTICLE (CARDS) means 5 points.

CARDS: Author, Title, Publication, Vol.No., page references, and YOUR NAME AND NUMBER. Number your cards, place "more" at bottom when there are more cards on that particular article, and # or "End" at the close.

Syllabus

INTERVIEW OF PUBLIC RELATIONS PRACTITIONER
(100 points)

Identification of this individual and approval of instructor must be arranged not later than the Feb. 16 class period. Do not interview anyone without checking with the instructor first. Anyone having trouble should confer with instructor.

INTERVIEW ONE PERSON actively engaged in the full-time practice of public relations:

1. Study the entire scope of his approach to, and practice of, public relations; the object is to see a real PR practitioner at work on the job.
 - a. What is the industry where the practice takes place?
 - b. How many others in this organization have full-time PR duties?
 - c. To whom does this person report? (Is this a management position?)
 - d. Two-way communications: does he use polls? Research methods?
 - e. Planning: Long-range, short-range goals -- clear and specific?
 - f. Delivery: how does he get the job done (techniques, methods?)
 - g. Ethics: truth and principles brought into interview?
 - h. What is your total impression of this practice?
2. Make a written report, typewritten, double-spaced, of exactly four pages. This report is due in not later than April 20 -- or earlier -- LATE REPORTS WILL BE GRADED LOWER.
 - a. Give his name, address and town, state and zip code.
 - b. Area code and phone numbers, both home and office.
3. Extra credit will be granted to individuals who desire to turn in a well-organized set of attachments to the four-page summary report. These might include but not be limited to organizational charts of the interviewee's office and staff relation to management, meaningful supporting evidence stating philosophy or goals of the public relations function, its budget, job descriptions for PR positions, handbooks or operating procedures for public relations duties and functions. DO NOT submit junk for these attachments; they must add significant information to the understanding of the man and his job in public relations. SUBMIT ONLY materials which can be left with instructor; materials submitted as attachments will not be returned.

COURSE OUTLINE
Journalism 351--Fundamentals of Public Relations
Donald L. Armstrong, instructor

- 1st week Introduction, definitions. Examines the various ways of defining public relations, including some concepts which are confused with public relations and others which are lesser included parts of the field.
- 2nd week Process of PR and cycle of PR. Looks at the basic organization and approach of Cutlip and Center (text) as containing the elements essential in describing the profession or to examining the practice of PR. The cycle is an emphasis on the continuing nature of tasks common to the field.
- 3rd week Defining publics, precepts. Shows how public relations is concerned with focusing accurately on certain groups of people (publics) which are vital to the interests of the client in whose behalf PR is applied. Precepts are a synthesis of the fundamental principles presented thus far in the course.
- 4th week 1. Term project is explained and a sample is shown of a case study in public relations.
2. Class is divided into working committees to analyze the sample case study and report recommendations on proposed solutions to the case problem.
- 5th week 1. Written communications in PR are examined as to the type of writing which public relations professionals are responsible for doing on a day-to-day basis.
2. Editing for publication. A sample of how written communications are brought under revisions common to journalistic and other forms of editing. Shows how written materials are prepared for publication or other applied tasks.
- 6th week 1. Placement of PR materials covers the third basic task of PR professionals. Included are the means of getting communications used by the mass media, and a checklist of media relations is presented and explained.
2. Institutional ads and public service announcements are presented in the context of writing and placing messages with the mass media. Contrasts are drawn between paid advertising and public service announcements which are unpaid.
- 7th week 1. Production is a task area of PR in creating publications, audio-visual presentations, and other tangible forms of communication. Examples are shown and explained in class.
2. Participation describes the involvement of PR practitioners in public affairs, lobbying and other personal activity which furthers the good will of the client.
- 8th week 1. Promotion and special events are among the more aggressive actions by public relations professionals to bring attention to the client. Course looks at how such activities are organized.
- 9th week 1. Speaking and public relations are closely examined. Oral communications are viewed for their value in furthering the aims and objectives of public relations.

JOURNALISM 351 -- Fundamentals of Public Relations (Course Outline, cont'd)

- 10th week More time is given to the explanation of what the working committees are expected to accomplish in presenting their solutions to the case problem to which they have been assigned. This allows for rehearsal of the case presentation, further research, or preparation of charts or other materials to be used in the case presentation.
- 11th week Groups #1 and #2 present their case study reports in class. Syllabus explains the method of these presentations more in detail.
- 12th week Groups #3 and #4 present their case study reports in class.
- 13th week 1. Fact finding or research techniques are discussed in greater detail showing how fact files are important to public relations, how lists are developed and kept current, and how feedback is used in the process of public relations. Other practical methods of research are discussed, such as opinion surveys and attitude research.
2. Programming for public relations is the highest order of responsibility within public relations as a profession. Course looks at programming and how it relates to meeting the full range of responsibilities in PR, including the planning function.
- 14th week The final examination is a typewritten solution to a case study in public relations. Students take this examination home after first examining and discussing it in detail during class, then have until the next class meeting (15th week) in which to develop the solution. Emphasis is placed upon thoroughness and the overall application of fundamentals presented during the course.
- 15th week 1. Photography for public relations reviews the selection and training of photographers, making photo assignments, getting desirable results, and using photographs as communications devices for public relations.
2. Graphics for public relations examines the process of selecting and instructing the artist, how to use art and graphics to the advantage of good communications, and some of the current trends in terms of graphic design.
- 16th week The final class period is used to discuss the results of the written final examination, showing how potential solutions were developed. This period also is used to provide an opportunity for students to critique the course and instructor.

NOTE: A mid-term examination is scheduled about the eighth week of the course, covering most of the required reading in the textbook, Cutlip and Center, EFFECTIVE PUBLIC RELATIONS (4th edition).

Normally written reports are required in conjunction with the oral presentation of the case study by the working committees. A written report also is required of an interview with a PR professional.

CURRICULUM - 6

Course Outline

Title of course Public Relations : Course Number 353 Credit Hours 3
Communication

Hours of lecture weekly 2 Hours of laboratory weekly 1

Instructor: Dr. Robert L. Blann Textbook(s) Publicity and Public Relations
Worktext, by Simon, 4th Ed.

Brief course description:

Use of audio, visual and written techniques. Attention is given to - objectives, content, style, presentation, and effectiveness in disseminating information to internal and external publics through mass and specialized media. Consideration is given to the utilization of communication media for interpreting business, industrial, institutional, associational and non-profit organizations.

List major subject matter covered each week of course:

- 1st Week PR Communications: Media and concepts for reaching internal and external publics
- 2nd Week Mass Media lists for preparing news and features for print, including magazines
- 3rd Week Continued
- 4th Week Opportunities and preparation for broadcast with emphasis on news
- 5th Week Visual communication, basic design, and photography
- 6th Week Visual communication for TV and film
- 7th Week Institutional advertising for print
- 8th Week Broadcast creativity, planning, and production
- 9th Week Other mass media and special media: types, content, and planning
- 10th Week Specialized print media
- 11th Week Audio-visual communication media and techniques
- 12th Week Letter writing principles and programs
- 13th Week Special events: concepts, planning, and implementation
- 14th Week
- 15th Week Planning, systematic management and implementation, evaluation
- 16th Week Media selecting, scheduling, and budgeting.

Institution Western Kentucky University Date _____

CURRICULUM - 6

Course Outline

Title of Course American Press History Course Number 401 Credit Hours 3
Hours of lecture weekly 2-3 Hours of laboratory weekly 0
Instructor William McKeen Textbook(s) The Press and America,
Edwin Emery

Brief Course Description:

A survey of the events and personalities that have shaped American journalism.

List major subject matter covered each week of course:

- | | |
|-----------|---|
| 1st Week | The first American newspapers; James and Benjamin Franklin; John Peter Zenger. |
| 2nd Week | Thomas Paine; The press and the American Revolution; Federalists and Republicans. |
| 3rd Week | The Alien and Sedition Acts; The "Dark Ages"; The penny press. |
| 4th Week | Horace Greeley; The Tribune and the Times; Mark Twain. |
| 5th Week | The Civil War and its aftermath; late-century developments; Pulitzer and Hearst; "Citizen Kane." |
| 6th Week | H. L. Mencken; The Muckrakers. |
| 7th Week | William Allen White; The Southern editors; Midterm Examination; Jazz Journalism. |
| 8th Week | The Saturday Evening Post. |
| 9th Week | The New Yorker - Tape, yrs. w/Ross |
| 10th Week | Time and Life; George Polk. |
| 11th Week | Ernie Pyle and war correspondence; The New York Times; The Courier-Journal. |
| 12th Week | The Farm Security Administration; "Let Us Now Praise Famous Men"; The press in the McCarthy era. |
| 13th Week | The black press; Should the press be allowed to keep secret its sources of information?; Did the press uncover Watergate? |

- 14th Week "New Journalism"; Tom Wolfe, Jimmy Breslin, Gay Talese,
Truman Capote, C.D.B. Bryan, Norman Mailer.
- 15th Week The journalist in popular culture; the new photojournalists;
I. F. Stone's Weekly.

Institution Western Kentucky University Date _____

CURRICULUM - 6

Course Outline

Title of Course Current Issues in Mass Communications Course Number 411 Credit Hours 3
Hours of Lecture weekly 3 Hours of laboratory weekly 0
Instructor: Highland Textbook(s) See attached reading list

Brief course description:

A senior level seminar designed as a capsule course for journalism students focusing on a variety of topics including, but not limited to, access to the media, protection of confidential sources, objectivity, fairness, the media influence on the decision making-process, and the new technology.

List major subject matter covered each week of course:

- 1st Week Introduction. The Media and Civil Confrontation, the Kerner Commission, the Hocking Commission, the National Commission on the Causes and Prevention of Violence
- 2nd Week 1. Free-Press Fair Trial
2. The Media and Its Role in Terrorism, Reg Murphy, the Indianapolis Problem, etc.
- 3rd Week 1. Protection for Newsmen of Confidential Sources
2. Video Tape--The Advocates Debate featuring Paul Branzburg and others
- 4th Week 1. Television News and Objectivity
2. The Agnew attack, the media response, the Clay Whitehead speech.
3. Video Tape--Dialog with Miss Edith Efron discussing her book The News Twisters
- 5th Week 1. Media Influence on the Decision Making Process
2. Audio Tape--Jack Anderson discussing the role of the press in a free society, plus media performance in Watergate.
- 6th Week 1. The Media and Watergate
2. A discussion of Joe McGinnis' book The Selling of the President and video tape of numerous political campaign commercials.

- 7th Week
1. The Influence of Advertising on the Media
 2. Audio tape-Nicholas Johnson, former FCC Commissioner, S. I. Hayakawa and others examine the pitfalls of television and television advertising
- 8th Week
1. The Implication of Community Antenna Cable Television (CATV) Systems for the Media
 2. Death Brought to You Live and In Color
The Arizona Squad, IRE and Team Reporting
- 9th Week
1. Public Opinion Polling, Its Role in and Effect on the Media
 2. Schramm's Immediate and Delayed Reward News Concepts, other readership studies, SNPA research and the tailored newspaper
- 10th Week
1. New Technology and the Part It Will Play in Production
 2. Video tape--Indiana University--Implications of Computerized Technology for the Future in Broadcast and Newspaper Journalism
- 11th Week
1. Codes of Ethics, the American Newspaper Guild, SPJ-SDX guidelines, and the National Labor Relations Board
 2. Case studies of ethics problems and the Courier-Journal policies and procedures of acceptance of freebies of any kind
- 12th Week
1. Improving Access to the Media
 2. New Journalism, Its Writers and How Their Techniques Are Shaking Up Conventional Journalism
- 13th Week
1. Increasing Control of the Mass Media
 2. Interpretation, Columnists, Editorialists, and Their Influence Over People in Power
- 14th Week
1. The Role of Minority Groups in the Media
 2. The Minority Press and Its Characteristics
- 15th Week
- Examination

Mass Communications 411
Current Issues in Mass Communication

INSTRUCTOR - James L. Highland

PURPOSE - The purpose of this course is to explore and evaluate aspects of the mass media and their performance in a variety of different fields.

CLASS MEETINGS - The class will meet from 6:00 to 8:30 p.m. each Tuesday in DUC126.

EXAMINATIONS - There will be a comprehensive final examination during regular class hours, and it will count 20 per cent of the student's final grade or a maximum of 200 points.

CLASS TOPICS AND TERM PROJECTS - Each student is required to sign up for one of the topics listed below and develop a class report and a position paper based upon some aspect of the topic. The position paper will serve as a term report, will be discussed in some detail later, and should include both footnotes and bibliography. It is to be turned in within two weeks after the class report is given with the exception of the first two class reports in which case term projects will be due four weeks later. The class report will count 30 per cent of the grade or 300 points, and the term project is worth 50 per cent of the grade or 500 points.

CLASS PROCEDURE - The instructor will take up a single aspect of a specific topic for the first hour and 20 minutes of each class meeting. Following a brief rest period, a student or students will make individual class presentations on topics selected previously. The student should make every effort to make his presentation as interesting as possible with as many visual aids as possible. DO NOT READ TO THE CLASS. Students should prepare their own particular visuals, but the instructor will make every effort to assist the student through the University's audio-visual department. The instructor also suggests strongly class discussion.

ABSTRACTS - Each student is responsible for the preparation of an abstract on the portion of the discussion which relates to his or her presentation.

Abstracts are due on Monday. They should be typed single space and placed in the instructor's mail box on the third floor of the Academic Complex. The instructor will run off copies for the students to distribute at the beginning of class.

The format for the abstract should be as illustrated in the handout. Place the course name, your name, and due date in the upper left hand corner. The topic and selected references, including authors, should follow the footnote style as illustrated.

A 1 and 1/2 page abstract is desired with the blank bottom of the second page reserved for notes on the discussion.

CLASS ATTENDANCE - The instructor considers class attendance mandatory in light of the discussion nature of the presentations. The only excuse is death in the family, preferably your own.

SEMINAR TOPICS

	<u>STUDENT</u>	<u>DATE</u>
Free Press-Fair Trial	_____	_____
The Implication of Community Antenna Cable Television (CATV) Systems on the Media	_____	_____
The Role of Minority Groups in the Media	_____	_____
Media Influence on the Decision Making Process	_____	_____
Increasing Control on the Mass Media	_____	_____
Improving Access to the Media	_____	_____
Television News and Objectivity	_____	_____
Children and the Television Generation	_____	_____
Increasing Protection for Newsmen of Confidential Sources	_____	_____
The Media and The Watergate	_____	_____
Public Opinion Polling, Its Role in and Effect on the Media	_____	_____
New Technology and the Part it Will Play in Production	_____	_____

The Influence
of Advertising
on the Media

FUDGE FACTOR - The instructor reserves 10 per cent of the grade for students he feels have done an exceptional job in their classwork and discussion.

REFERENCE BOOKS - The instructor will make available to the students his reference library. Please sign in and out for each reference work listed. The University library also has an adequate stock of material for use in the term projects.

A selected bibliography is listed below.

Emery, Michael C. and Smythe, Ted Curtis. Readings in Mass Communications. William C. Brown Co., 1972.

Hohenberg, John. Free Press, Free People. The MacMillian Co., 1972.

Kerner, Otto, and others. Report of the National Advisory Commission on Civil Disorders. U.S. Government Printing Office. 1968.

Hohenbert, John. The Professional Journalist. Holt, Rinehart and Winston Inc., 1973.

Graham, Fred P. Press Freedom Under Pressure. The Twentieth Century Fund. 1972.

Bush, Chilton. Newswriting and Reporting Public Affairs. Chilton Books. 1965.

Crawford, Fred R. (ed.) Violence and Dissent In Urban America. Southern Newspaper Publishers Association. 1972.

Bailey, F. Lee. The Defense Never Rests. Stein and Day Publishers. 1971.

Sheehan, Neil. Smith, Headrick, Kenworthy, E.W. and Butterfield, Fox. The Pentagon Papers. Bantam Books Inc., 1971.

Skolnick, Jerome H. The Politics of Protest. Ballentine Books Inc., 1969.

McGinnis, Joe. The Selling of the President. Pocket Books. 1969.

- Peters, Charles and Adams, Timothy J. Inside The System. Praeger Publishers, 1970.
- Eisenhower, Milton (chairman). Shoot-Out in Cleveland. Bantam Books. 1969.
- Bruno, Jerry and Greenfield, Jeff. The Advance Man. Bantam Books Inc., 1971.
- _____. Extent of Subversion in the New Left. U.S. Government Printing Office. 1970.
- Johnson, Nicholas. How To Talk Back To Your Television Set.
- Klapper, Joseph T. The Effects of Mass Communications. The Free Press. 1960.
- Himmelweit, Hilde, et. al. Television and the Child. Oxford University Press. 1958.
- Mailer, Norman. The Armies of the Night. The New American Library, Inc., 1968.
- Steiner, Gary A. The People Look At Television. Alfred A. Knopf. 1963.
- _____. Reporting the Detroit Riot. American Newspaper Publishers Association. 1968.
- Laski, Harold J. The American Presidency. Grosset and Dunlap. 1968.
- McLuhan, Marshall. Understanding Media: The Extensions of Man. The New American Library. 1963.
- Bernstein, Carl and Woodward, Bob. All the President's Men. Simon and Schuster. 1975.
- Anderson, Jack. The Anderson Papers. Random House, Inc. 1974.
- Royko, Mike. Boss. The New American Library. 1971.
- Cavett, Dick and Porterfield, Christopher. Cavett. Harcourt, Brace and Jovanovich. 1974.
- Galanoy, Terry. Down the Tube. Henry Regnery Co., 1972.
- Bagdikian, Ben H. The Effite Conspiracy. Harper and Row. 1974.
- Thompson, Dr. Hunter S. Fear and Loathing on the Campaign Trail. Popular Library. 1973.
- Pember, Don H. Mass Media in America. Science Research Associates, Inc. 1974.

- Voelker, Francis and Ludmila. Mass Media--Forces in Our Society. Harcourt, Brace and Jovanovich. 1972.
- White, William P. and Glassing, Robert J. Mass Media--The Invisible Environment. Science Research Associates Inc. 1973.
- Rivers, William L. The Opinion Makers. Beacon Press. 1967.
- Sheehan, Neil., et. al., The Pentagon Papers. Bantam Books, Inc. 1971.
- Miller, Merle. Plain Speaking. Berkeley Publishing Co. 1973.
- Cirino, Robert. Power to Persuade: Mass Media and the News. Bantam Books. 1974.
- Newman, Edwin. Strictly Speaking. Warner Brothers, Inc. 1974.
- Johnson, Lyndon Baines. The Vantage Point. Holt, Rinehart, and Winst
- McLuhan, Marshall. War and Peace in the Global Village. Bantam Books. 1968.

Other Periodicals

Public Opinion Quarterly
Journalism Quarterly
Journal of Abnormal and Social Psychology
Television Quarterly
Psychology Today
Television Guide
Quill
Time
Newsweek
U.S. News and World Report
Broadcasting
Advertising Age

Institution Western Kentucky University Date _____

CURRICULUM - 6

Course Outline

Title of Course Advanced Editing Course Number 423 Credit Hours 3

Hours of lecture weekly 2½ Hours of laboratory weekly _____

Instructor: James Ausenbaugh Textbook(s) none

Brief course description:

Advanced instruction in copy editing and headline writing for newspapers, including such topics as newspaper layout and design, new technology, news judgment, newsroom planning, supervision of personnel and production of news story ideas.

List major subject matter covered each week of course:

- | | |
|-----------|---|
| 1st Week | Introduction, lecture on the language |
| 2nd Week | Editing exercises--style, language errors |
| 3rd Week | Editing exercises--language, factual errors |
| 4th Week | Headline writing |
| 5th Week | Headline writing--pressure |
| 6th Week | Editing exercises--Structure problems |
| 7th Week | Editing exercises--judgment problems |
| 8th Week | Editing, headline writing, exam |
| 9th Week | Layout and design |
| 10th Week | Layout and design |
| 11th Week | Copy movement |
| 12th Week | News judgment |
| 13th Week | Newsroom planning |
| 14th Week | Creating ideas |
| 15th Week | Newsroom supervision, reference works |
| 16th Week | Review--exercises and lecture |

Curriculum - 6

Course Outline

Title of Course Editorial and Feature Writing Course Number 425 Credit Hours 3

Hours of lecture weekly 2½ Hours of laboratory weekly _____

Instructor: Harry L. Allen Textbook(s) Feature Writing for Newspapers
by Daniel Williamson, Hastings House, Publishers, New York, N.Y., and The Opinion Function by John L. Hulteng, Harper and Row, Publishers, New York, N.Y.

Brief Course Description:

Preparation of feature articles for newspaper and magazine publication. Persuasive writing will be emphasized last third of semester.

List major subject matter covered each week of course:

- 1st Week Introduction.
- 2nd Week Style, accuracy.
- 3rd Week Feature leads.
- 4th Week The middle and ending.
- 5th Week Human interest, narration, quotation, description. First feature.
- 6th Week Purpose, point of view, slant.
- 7th Week Second feature. Critique.
- 8th Week Rewriting.
- 9th Week Third feature.
- 10th Week Rewriting.
- 11th Week Fourth feature.
- 12th Week Persuasive writing.
- 13th Week Editorial Afganistanism, targets, solutions.
- 14th Week Some practical theory. First editorial.
- 15th Week Critique. Second editorial.
- 16th Week Critique. Third editorial. Optional fifth feature.

Institution Western Kentucky University Date _____

CURRICULUM - 6

Course Outline

Title of Course School Journalism Course Number 427 Credit Hours 3

Hours of lecture weekly 5 (biterm) Hours of laboratory weekly _____

Instructor Robert Adams Textbook(s) Teacher's Guide to High School Journalism by Indiana Department of Education and Learning About Mass Communications

Brief course description:

A course designed for persons who plan to teach or who are teaching journalism in secondary schools. Preparation and evaluation of courses of study, examination of textbooks available to the high school journalism teacher, as well as other materials for use in the classroom.

List major subject matter covered each week of course.

- | | |
|----------|--|
| 1st Week | Journalism certification requirements; journalism teachers--past, present and future; organize curriculum committee |
| 2nd Week | Available materials, books, audio-visuals; periodical report; a look at high school newspapers |
| 3rd Week | Mini-teaching project; periodical reports |
| 4th Week | Discussion of Learning About Mass Communications and Teacher's Guide to High School Journalism; periodical reports |
| 5th Week | Mini-teaching project; periodical reports |
| 6th Week | Specialized writing--editorials, columns, features, sports; periodical reports; advertising and business; discuss textbook evaluations |
| 7th Week | Mini-teaching project; law and ethics; photography; periodical reports |
| 8th Week | Careers; discuss curriculum units; periodical reports |

School Journalism
Mass Communications 427

Course Outline

Aug. 26	Discuss class requirements
Aug. 27	Discuss class requirements
Aug. 30	Journalism certification requirements; J-teachers--past, present, and future
Aug. 31	Periodical report No. 1 due; committee meetings.
Sept. 1	Discuss Periodical report No. 1
Sept. 2	Available materials, books, audio-visuals
Sept. 3	Periodical report No. 2 due; a look at high school newspapers
Sept. 6	No class
Sept. 7	Discuss Periodical report No. 2; staff organization
Sept. 8	Mini-teaching project No. 1
Sept. 9	Mini-teaching project No. 1
Sept. 10	Mini-teaching project No. 1
Sept. 13	Advising student publications
Sept. 14	Periodical report No. 3 due
Sept. 15	Discuss Periodical report No. 3
Sept. 16	Law and ethics
Sept. 17	Report due on <u>Learning About Mass Communications and Teacher's Guide to High School Journalism.</u>
Sept. 20	Photography, picture selection and editing
Sept. 21	Periodical report No. 4 due; committee meeting
Sept. 22	Discuss Periodical report No. 4
Sept. 23	Mini-unit teaching project No. 2
Sept. 24	Mini-unit teaching project No. 2
Sept. 27	Mini-unit teaching project No. 2
Sept. 28	Periodical report No. 5 due; Video tape recorder; SDX; careers
Sept. 29	Discuss Periodical report No. 5
Sept. 30	Specialized writing
Oct. 1	Committee meetings
Oct. 4	Textbook evaluations due
Oct. 5	Advertising and business
Oct. 6	Mini-teaching project No. 3
Oct. 7	Mini-teaching project No. 3
Oct. 8	Mini-teaching project No. 3
Oct. 11	Periodical report No. 6 due
Oct. 12	Discuss Periodical report No. 6
Oct. 13	Wrapping it up
Oct. 14	Curriculum units due
Oct. 15	Distribute curriculum units
Oct. 18	No class
Oct. 19	Discuss Curriculum units

Miscellaneous Information

Purpose--The purpose of this course is to prepare students to teach courses and units in journalism and to function effectively as publications advisers.

Attendance--Regular attendance is evidence of professional interest in this field.

Textbooks--They are paperbacks - Learning About Mass Communications and the Teacher's Guide to High School Journalism.

Supplementary reading--The textbooks used in this course are supplemented by other reading assignments in periodicals. To facilitate reading, they are assigned at different times, according to the schedule provided.

Examinations--None

Miscellaneous--For each class meeting attended, one-half point will be credited to your account.

Each Periodical Report turned in late will result in an automatic two-point penalty.

A five-point per day penalty will be assessed against all other assignments turned in late.

Assignments turned in after the class period when due will be considered late.

Assignment value

Periodical reports-----	10 points each	Total 60
Mini-unit teaching-----	35 points each	Total 105
Report on textbooks-----	40 points	
Textbook evaluations-----	80 points	
Curriculum units-----	100 points	(80 on individual effort, 20 on overall group effort)
Misc. (including attendance, participation, attitude, etc.)--	30 points	

Grading scale

386-415	A
357-385	B
328-356	C
299-327	D
0-298	F

Institution _____ Date _____

CURRICULUM - 6

COURSE OUTLINE

Title of Course Photo Editing Course Number 438 Credit hours 3
Hours of lecture weekly 2½ Hours of laboratory weekly 2½
Instructor: Michael Morse Textbook(s) Visual Impact in Print by Gerald Hurley and Angus McDougall

Brief course description:

A study of the technical and aesthetic qualities of photographys and how these factors affect editorial decisions concerning the use of pictures in publications. Practical work in layout and design and other duties of a newspaper or magazine picture editor.

List major subject matter covered each week of course:

- 1st Week Introduction to Course: Grading, materials, books, structure of course
- 2nd Week History of Photojournalism: Content in photographs, Importance of Editing
Reading: handout material
Assignment: Photography some aspect of student involvement in academic life and do a 3-picture newspaper layout.
- 3rd Week Critique of Assignments
Tape talk by Robert Gilka, National Geographic Magazine - "Where do picture editors come from."
Presentation of assignment layouts
Reading: Handout ethics material
- 4th Week Ethics and Reader Response: Slide/tape talk by Bob Gilka on readers' reaction to photographs
Discussion of pictures from Dacca, Vietnam, fire; and fire escape death pictures
Reading: Photographers on Photography/Lyons. Chapters on Cartier-Bresson, Robert Frank, Dorothea Lange, Eugene Smith
Assignment: Collect two single pictures from the CJ & T showing what you think is good editing and bad editing in regard to content, size, placement, cropping.
- 5th Week Editing Single Photographs: The role of single photos with stories, free standing photos, discussion of assignments
Reading: Visual Impact in Print; pgs. 69-76; 94-119; Words and Pictures; pgs. 47-79.
- 6th Week Pictures Stories and Essays: Examination of elements involved in photo story, Identifying picture story objectives, choosing photos from large "takes."
Reading: handout materials
Assignment: shoot a photo story and edit proofs

- 7th Week Ethics of Picture Editing: Guest speaker such as Randy West
Reading: Visual Impact in Print; pgs. 141-160 and handout material
Assignment: read the text of the two stories of Carmela on pgs. 100-103 in Visual Impact in Print. Write your impressions and be ready to discuss.
- 8th Week Midterm Exam
- 9th Week Words Used with Pictures: Discussion of text blocks, cutlines, pictures with stories.
Discussion of Pageant layout Carmela; CJ & T layouts; Du Ann, and Chaplain; Topeka Capital Journal-High School; Courier-Journal - Deep Freeze
Reading: handout material, Visual Impact in Print, pgs. 171-183, Photojournalism/Edom, pgs. 82-98, Editing by Design
- 10th Week Layout Principles: Good picture layouts (slides) Examples of rough layouts
Discuss Du Ann, Chaplain, Deep Freeze and other page layouts
Reading: Photojournalism: Time-Life Library of Photography, pgs. 72-92, 172-190; Photographic Communication, pgs. 131-142.
- 11th Week Book Editing: Barney Cowherd, Family of Man, Suburvia
- 12th Week Begin Editing Project: Organization of material and division of sections
Reading: handout material
Assignment: develop a direction (written statement) for your section
- 13th Week Editing Project: Editing row take into story flow
- 14th Week Editing Project: Layout of sections
- 15th Week Editing Project: Past up and final production
- 16th Week Final Exam

Institution Western Kentucky University Date _____

CURRICULUM - 6

Course Outline

Title of course Color Photography Course Number 439 Credit hours 3

Hours of lecture weekly 2½ Hours of laboratory weekly 2½

Instructor: Michael Morse Textbook(s) E-77 Kodak Color Films, E-66

Brief course description: Printing Color Negatives, and E-74
Color as Seen and Photographed, all
by Eastman Kodak Company
A study of the principles of color photography in both the taking and processing areas. Special emphasis will be given to lighting, color, theory, sensitometry, and aesthetics of color composition. Both negative and positive color will be considered. Required laboratory.

List major subject matter covered each week of course:

1st Week Introduction: Class structure, books, materials, supplies, etc.
Reading: Handouts
Assignments: None

2nd Week Lecture: Color - A function of Light
Light Theory, Filtration, Color Balance, Color Vision, The Electromagnetic Spectrum, The Primary Colors, The Secondary Colors, Complementary Colors
Reading: Handouts
Assignments: None

3rd Week Lecture: Color Harmony & Theory
The Munsell Wheel, Color Discord, Monochromatic Harmony, Color Contrast, The Psychological Effects of Color, Color Saturation, Color Value, Color Hue, Brightness
Reading: Handouts
Assignments: Bring in examples of color harmony you have cut from magazines (see assignment sheet)

4th Week Lecture: Processing Color Films
Preparation of Chemicals, Time-temperature Relationship, Equipment for Automated Processing, Negative Material Processing, Positive Material Processing, Color Chemistry, Processing Defects
Reading: Data sheet for color film processing
Assignments: Shoot and develop 1 roll of Vericolor II color film

5th Week Lecture: Printing Color Negative Materials - The Subtractive Color Process
Equipment, Processing Techniques, Filtration, Printing Techniques and Exposure Methods, Color Correction, Evaluation of Prints
Reading: Printing Color Negatives (Kodak), Pages 8-25
Also read handouts on equipment

- 6th Week Practicum: Color Printing in Lab
 Programming Color Analyzers, Analyzing Negatives, Using the
 Kreonite Processor

 Reading: Analyzer Handbook
 Assignments: Make a color contact sheet and 1 - 8x10 print
- 7th Week Lecture: Color Sensitometry
 Sensitometric Procedures, Densitometry for Color, Color
 Emulsions, Kodak Films - Color Film Mfg., Color Sensitometry
 Reading: Printing Color Negatives (Kodak), Pages 2-7
 Assignment: Shoot and process 1 roll color film and make a contact
 sheet and 1 - 8x10
- 8th Week Midterm Exam
 Turn in prospectus for final color project to be completed by
 the 15th class meeting.
- 9th Week Lecture/Demonstration: Color Portraiture
 Using artificial lights
 Reading: Professional Portrait Techniques (Kodak) pages 1-35
 Assignment: Shoot and print an indoor color portrait
- 10th Week Lecture/Demonstration: Color Portraiture Using Natural Light

 Reading: Professional Portrait Techniques (Kodak) 35-70
 Assignment: Shoot and print an outdoor portrait
- 11th Week Lecture/Demonstration: Shooting Still Life in Color

 Reading: Handouts
 Assignment: Shoot and print an outdoor portrait
- 12th Week Lecture: Special Effects in Color Photography

 Reading: Look at various sections of Creative Darkroom Techniques
 (Kodak) and last section of Professional Portrait Techniques (Kodak).
 Also examine handouts.

 Assignment: Create a color special effect.
- 13th Week Lecture: Special Effects (continued)

 Reading: Kodak Creative Darkroom Techniques
 Assignment: Continue work in special effects
- 14th Week Special Color Techniques: Selected Topics

 Reading: To be assigned
 Assignment:
- 15th Week Project Critique
 All projects due
 Reading: None
 Assignment: None
- 16th Week Final Exam

Institution Western Kentucky University Date _____

CURRICULUM - 6

Course Outline

Title of Course: Problems in Advertising Course Number 481A Credit Hours 3

Hours of Lecture and Laboratory weekly 2.5

Instructor: Stringer Textbook(s) *See Below

Brief course description:

A senior level advertising campaign course for advertising students, involving the study of contrived and/or real problems requiring research, planning and implementation in order to solve the problem.

List of subject matter covered each week of course:

Intensive Review

- 1st Week Review. Advertising as part of the marketing process. Importance of Research in Marketing Process. Consumer Behavior.
- 2nd Week Review. The Creative Processes in Advertising. Creating messages for Various Media. Reviewing basic skills of copywriting, art, broadcast and print production.
- 3rd Week Review. Use of Media. Media Types. Median Planning, Strategy and Tactics.

The Campaign

- 4th Week The Problem. Presenting the Problem to Students. Background material, visual aids to acquaint students with project.
- 5th Week Research. Researching the Product or Service. Students divide into groups and research various aspects of the problem. If all students are working on the same problem, information is shared.
- 6th Week Planning the Advertising Strategy. Preliminary planning by groups, or by entire class. (Dependent on class size)
- 7th Week Plans for Advertising Strategy finalized, and preparation for presentation of plans begun. Need for visuals noted and prepared. Final advertising campaign plan written. Presentation rehearsal.
- 8th Week Presentation of Advertising Campaign to Client, using visuals and plans book prepared for client. Tape: "How to Make a Presentation".
- 9th Week Implementation of the Plan. Establishing themes, copy approaches, art ideas.
- 10th Week Tentative art and copy approaches.
- 11th Week Finalized copy, art storyboards, scripts, etc.

CURRICULUM - 6

Course Outline

Title of Course Problems (cases) in Course Number 481P Credit Hours 3
Public Relations (P)

Hours of lecture weekly 2 Hours of laboratory weekly 1

Instructor: Dr. Robert L. Blann Textbook(s) none

Brief course description:

Study of real problems involving research, planning, and implementation of programs in the area of public relations

List major subject matter covered each week of course:

- 1st Week Nature of the public relations case and course requirements
- 2nd Week PR processes and procedures
- 3rd Week Secondary research: the institution, service(s), publics
- 4th Week Systems management for attaining objectives
- 5th Week List activities, events, and assign tasks and responsibilities
- 6th Week PR objectives & problem-solving; Primary research
- 7th Week Matching objectives and media to publics
- 8th Week Program preparation and presentation. Preliminary creative planning and development
- 9th Week Proposal, critique, creative adjustment and implementation
- 10th Week
- 11th Week Program presentation with recommended creative proposals, timetable and budget
- 12th Week Adjustment and further implementation and creative development, production
- 13th Week Task completion
- 14th Week Task completion
- 15th Week Conclude all tasks
- 16th Week Final presentation

- 12th Week Production of print ads, direct mail efforts, etc.
Typesetting and pasteups. Visits to printer.
Audio and video production.
- 13th Week Production Continues.
- 14th Week Campaign(s) Completed.
- 15th Week Review of Campaign(s); interchange of problems, ideasm, etc.
encountered while preparing the campaign.

*Textbook. A textbook has not been used in this course in the past, however, the text, Advertising Campaigns: Formulations and Tactics by Quera is being considered. The nature of the problem or project undertaken by the class determines whether or not a text is required.

Other suggested readings include: Advertising Management: Cases and Concepts by Patti and Murphy; also Strategic Advertising Decisions by Michman & Jugenheimer.

Institution Western Kentucky University Date _____

CURRICULUM - 6

Course Outline

Title of course Internship Course Number 491J, 491A, Credit Hours 3
or 491P
Hours of lecture weekly 2½ Hours of Laboratory weekly _____
Instructor: Whitaker, Stringer, Highland, Textbooks _____
Blann, Adams

Brief course description:

Professional experience internship on a professional or organizational medium for a fixed period of time, conforming to minimums established by sequence chairmen. Follow-up may consist of seminars at which participants share their experience and write reports on internships.

List major subject matter covered each week of course:

The organization of this course does not lend itself to a week-by-week coverage of subject matter. The department's requirements include:

- (1) The student must be employed at least eight weeks and work 30 hours each of those weeks to qualify for internship credit.
- (2) The student must submit weekly reports to his supervising faculty member.
- (3) The student must submit a 1,500-word paper, summarizing the internship in terms of what he or she learned from the experience and how well journalism courses taken prepared the intern for the position.
- (4) The student must submit in scrapbook or stringbook form copies of all work performed during the internship.
- (5) The student must enroll in Journalism 491J, 491A or 491P in the fall semester after completing the summer internship and give an oral report during one of several class meetings. The oral report is designed to have the student share internship experiences with other interns.
- (6) The student's supervisor is required to submit a letter evaluating the intern's work and progress.
- (7) Student interns are required to be paid by the employer, and a student serving an internship has the option of receiving credit for his work under the six elective hours of journalism required. However, the student can waive credit and take another course.